



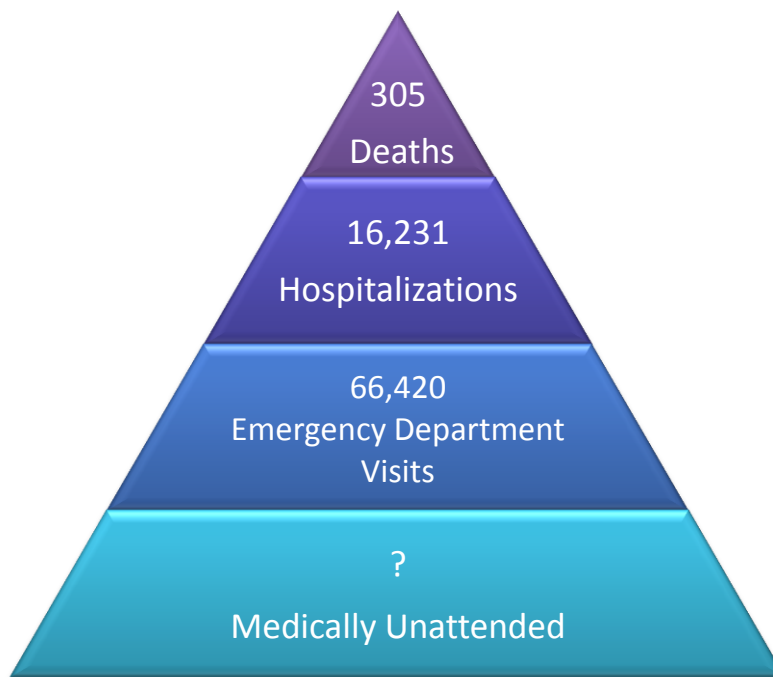
New Jersey Leadership Making a Difference to Address Fall Prevention

Did You Know...every year in the U.S., more than 1/3 of adults age 65+ have a fall, with approximately 1/3 of fallers sustaining an injury? Research indicates that people who fall are 2-3 times more likely to fall again, and each fall increases the likelihood of more serious injury or death.

New Jersey Falls Facts

- In 2009, falls were the leading cause of death from unintentional injury in NJ among those 60 and older. Nearly twice as many older adults died from a fall than a motor vehicle accident.
- 79% of all deaths from falls in NJ occur among older adults 60+.
- Every 8 minutes in NJ an older adult 60+ is seen in the emergency room for a fall.
- Of those seen in NJ emergency rooms, 24% are admitted as inpatients.
- The average cost for an inpatient hospitalization to treat an older adult for a non-fatal fall in NJ hospitals was \$62,783 in 2009.
- The total cost of emergency room visits for treating fall injuries for older adults 60+ in NJ was \$1,182,608,662 in 2009.

Fall Deaths are Only the Tip of the Iceberg



2009 Figures

The population aged 60 years and over represented 19% of the New Jersey population in the year 2010. It is expected to grow to be 25.7% of the population by 2030. **As the population ages, the impact and cost of fall-related deaths and injuries will increase dramatically.**

Fall injuries that cause death in New Jersey are only the tip of the injury iceberg...

The largest numbers of people with fall injuries are those who do not go to see a doctor, receive no medical care, or treat themselves.



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New Jersey Responds

Falling is NOT an inevitable result of aging. Through evidence-based interventions, practical lifestyle adjustments, and community partnerships, we can substantially reduce the number of falls. New Jersey is taking action to prevent falls through the following initiatives:

- The New Jersey Fall Prevention Workgroup was formed in early 2009 to develop and implement a community-based, fall prevention campaign geared to older adults. The impetus for the workgroup came from the New Jersey Interagency Council on Osteoporosis (ICO), which identified community-based fall prevention as a goal in its strategic plan.
- The goals and objectives of the New Jersey Fall Prevention Workgroup are:
 - Develop a tool kit for fall prevention awareness week for the 21 local Area Agencies on Aging and other community based-organizations; a comprehensive fall prevention campaign includes the effects of medication on fall risk, poor vision as a fall risk, the importance of exercise in fall prevention and home safety educational materials.
 - Review, evaluate and distribute falls data to local stakeholders.
 - Foster a statewide fall prevention awareness effort, including several local events.
 - Develop and/or gather brochures/educational materials for prevention programs.
 - Develop and disseminate a community-based fall prevention health education session as part of an ongoing statewide health promotion initiative.
 - Build capacity for the “Matter of Balance” program.
- New Jersey offers model physical activities programs, including Project Healthy Bones, A Matter of Balance, and HealthEASE Move Today.
- To highlight fall hazards and increase awareness about how to prevent and reduce falls, New Jersey Governor Chris Christie proclaimed the third week of Fall (September 19-25, 2011) as “Fall Prevention Awareness Week.”

Contact Information

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Sources:

New Jersey Department of Health and Senior Services, Office of Injury Surveillance & Prevention, Center for Health Statistics, Falls Among Elderly seen in the ER (2009)

CDC WISQARS 2009 Fatal Unintentional Injuries

US Census 2010 population figures

Developed by the National Council on Aging The National Council on Aging is a nonprofit service and advocacy organization with headquarters in Washington, DC. The NCOA is a national voice for older Americans – especially those who are vulnerable and disadvantaged – and the community organizations that serve them. For more information, please visit www.ncoa.org